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**MEMORANDUM**

**TO: Members of the School Board  
Dr. Todd Bowden, Superintendent  
Mitsi Corcoran, Chief Financial Officer**

**FROM: Carol A. Lichon, CPPO, Director of Materials Management**

**TITLE: APPROVAL TO AWARD RFP #18-0329 FOR STRATEGIC  
COMMUNICATION SERVICES**

Proposals to provide 'Strategic Communication Services' were received from two proposers on August 17, 2017. The proposal of Three Six Oh PR was the best proposal meeting the advertised specifications. This proposal is for a two-year period with an option to renew for two additional one-year periods. The funds for this purchase are contained in the budget allocated for this service.

**Requested by:**  
Scott Lempe

"Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to post the protest bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120, Florida Statutes."

Posting Date: 09/12/2017

**Fiscal Impact:**  
Not to exceed \$225,000.00  
For a two-year period

**Recommended Motion:** That the proposal of Three Six Oh PR to provide 'Strategic Communication Services' in an amount of \$225,000.00 for a two-year period, be approved as presented.

THE SCHOOL BOARD OF SARASOTA COUNTY, FLORIDA

Tabulation for Strategic Communication Services - RFP #18-0329

Opened on August 17, 2017 at 2:00 pm

Proposer's Name	Address	Authorized Representative	Telephone #	Fax #	E-mail Address
Magnify Good	1962 Main Street, Suite 200 Sarasota, FL 34236	Roxanne Joffe	941-953-9191 Ext 100	866-697-7487	<a href="mailto:rjoffe@magnifygood.com">rjoffe@magnifygood.com</a>
<b>Three Six Oh PR</b>	<b>1358 Fruitville Road #310</b> <b>Sarasota, FL 34236</b>	<b>Candice McElyea</b>	<b>941-232-9046</b>		<a href="mailto:360Candice@gmail.com">360Candice@gmail.com</a>
Recorded by: Elsa G. Beal			Witnessed by: Carol A. Lichon		

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FINAL EVALUATION						
Evaluator						
Proposer	1	2	3	Average	Overall Fee	Total
Magnify Good	57.00	67.00	51.00	58.33	19.20	77.53
<b>Three Six Oh PR</b>	<b>60.00</b>	<b>60.00</b>	<b>58.00</b>	<b>59.33</b>	<b>30.00</b>	<b>89.33</b>